

DOE Zero Energy Ready Home

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency & Renewable Energy



Zero Energy Ready Homes Leading Builders

Presenter Name

Title

Organization



Leading Builders Series

- Graduated from New Mexico State University
- 3rd Generation Builder
- Started working with DOE and the “Build America” program in 1998
- Built our first true Net Zero Home in 2006
- Since then we have built 32 Net Zero homes



- We are fortunate that our reputation as the Most Energy Efficient builder in the area is strong
- We do very little off premise marketing
- Where we have models homes we will have an “Energy Room”



- In 1998 our core marketing was about what energy efficiency meant, the cost savings and how we were able to accomplish this.
 - This approach was too technical
- We start with overall comfort level of homes
 - Same temperature throughout the house
 - 3 degree guarantee
 - Constant fresh air
 - ERV
 - Positive pressure
 - Filtered Air

- If customers are still engaged:
- We discuss Cost of Ownership
 - Define HERS
 - Show cost savings
 - Right Sized equipment
- Technical aspects of how we build Zero Energy Ready Homes
- Certifications



- Everything starts with paper and pencil
 - After house selection specs are complete then we bring the architect and our HERS rater together to discuss key points for the community and climate zone
- Basic recipe always applies
 - Must be 55 HERS or less
 - House must final with an ACH of 2.5
 - Wall Assembly is single top plate 2X6 construction with BIBS
 - Advanced framing
 - Fresh Air Ventilation Strategy
 - Foundation Insulation if required



- Change is hard
 - Buy in from the shovels and hammers
- Knot must stay tight
 - Compromise is thread that can unravel everything
- Once there is buy in
 - Pride
 - Peer oversight
- You have to love being better

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Thank You!



Resources:

www.buildings.energy.gov/zero/

Contact:

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- Take the Tour of Zero
- Become a Partner
- Review ZERH Specs
- Access Tech Training Webinars
- Use the Marketing Toolkit

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